

DUPLICATE

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 S. Route 303**  
**Blauvelt, NY 10913**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 941388-1  | 08/19/12     | August 2012   | 07/30/12 - 08/14/12 |

| Station | Account Executive | Sales Office    | Sales Region |
|---------|-------------------|-----------------|--------------|
| WPBF    | Mica Hansen       | HRP -Washington | National     |

| Advertiser                   | Product             | Estimate Number |
|------------------------------|---------------------|-----------------|
| Florida Federation for Child | FL FED FOR CHILDREN |                 |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 08/11/12 - 08/14/12 | 941388  | 06270766    |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast        | Cash         |        |

| Special Handling |
|------------------|
|                  |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
|       |                 |              |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line     | Start Date                             | End Date        | Description           | Start/End Time    | MTWTFSS               | Length         | Spots/<br>Week | Rate         | Type        |
|----------|--|-----------------|-----------------------|-------------------|-----------------------|----------------|----------------|--------------|-------------|
| 1        | 08/13/12                               | 08/14/12        | WPBF News 25 Mornings | 6-7AM             | MT-----               | :30            | 2              | \$450.00     | NM          |
|          | Class of Time - Fixed Non Pre-emptible |                 |                       |                   |                       |                |                |              |             |
| Weeks:   | <u>Start Date</u>                      | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>           |                |                |              |             |
|          | 08/13/12                               | 08/19/12        | MT-----               | 2                 | \$450.00              |                |                |              |             |
| Spots: # | Ch                                     | Day             | Air Date              | Air Time          | Description           | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 1        | WPBF                                   | M               | 08/13/12              | 6:11 AM           | WPBF News 25 Mornings | 6-7AM          | :30            | FFCTV-12-002 | \$450.00 NM |
| 2        | WPBF                                   | Tu              | 08/14/12              | 6:14 AM           | WPBF News 25 Mornings | 6-7AM          | :30            | FFCTV-12-002 | \$450.00 NM |
| 2        | 08/13/12                               | 08/14/12        | Good Morning America  | 7-9AM             | MT-----               | :30            | 2              | \$525.00     | NM          |
|          | Class of Time - Fixed Non Pre-emptible |                 |                       |                   |                       |                |                |              |             |
| Weeks:   | <u>Start Date</u>                      | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>           |                |                |              |             |
|          | 08/13/12                               | 08/19/12        | MT-----               | 2                 | \$525.00              |                |                |              |             |
| Spots: # | Ch                                     | Day             | Air Date              | Air Time          | Description           | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 1        | WPBF                                   | M               | 08/13/12              | 8:59 AM           | Good Morning America  | 7-9AM          | :30            | FFCTV-12-002 | \$525.00 NM |
| 2        | WPBF                                   | Tu              | 08/14/12              | 7:55 AM           | Good Morning America  | 7-9AM          | :30            | FFCTV-12-002 | \$525.00 NM |
| 3        | 08/13/12                               | 08/14/12        | Dr. Oz M-F 9-10a      | 9-10a             | MT-----               | :30            | 2              | \$275.00     | NM          |
|          | Class of Time - Fixed Non Pre-emptible |                 |                       |                   |                       |                |                |              |             |
| Weeks:   | <u>Start Date</u>                      | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>           |                |                |              |             |
|          | 08/13/12                               | 08/19/12        | MT-----               | 2                 | \$275.00              |                |                |              |             |
| Spots: # | Ch                                     | Day             | Air Date              | Air Time          | Description           | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 2        | WPBF                                   | M               | 08/13/12              | 9:36 AM           | Dr. Oz M-F 9-10a      | 9-10a          | :30            | FFCTV-12-002 | \$275.00 NM |
| 1        | WPBF                                   | Tu              | 08/14/12              | 9:15 AM           | Dr. Oz M-F 9-10a      | 9-10a          | :30            | FFCTV-12-002 | \$275.00 NM |
| 4        | 08/13/12                               | 08/14/12        | The View              | 11A-12PM          | MT-----               | :30            | 2              | \$750.00     | NM          |
|          | Class of Time - Fixed Non Pre-emptible |                 |                       |                   |                       |                |                |              |             |
| Weeks:   | <u>Start Date</u>                      | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>           |                |                |              |             |
|          | 08/13/12                               | 08/19/12        | MT-----               | 2                 | \$750.00              |                |                |              |             |
| Spots: # | Ch                                     | Day             | Air Date              | Air Time          | Description           | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 2        | WPBF                                   | M               | 08/13/12              | 10:59 AM          | The View              | 11A-12PM       | :30            | FFCTV-12-002 | \$750.00 NM |
| 1        | WPBF                                   | Tu              | 08/14/12              | 10:58 AM          | The View              | 11A-12PM       | :30            | FFCTV-12-002 | \$750.00 NM |
| 5        | 08/13/12                               | 08/14/12        | WPBF News 25 @ Noon   | 12pm-1230pm       | MT-----               | :30            | 2              | \$325.00     | NM          |
|          | Class of Time - Fixed Non Pre-emptible |                 |                       |                   |                       |                |                |              |             |
| Weeks:   | <u>Start Date</u>                      | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>           |                |                |              |             |
|          | 08/13/12                               | 08/19/12        | MT-----               | 2                 | \$325.00              |                |                |              |             |
| Spots: # | Ch                                     | Day             | Air Date              | Air Time          | Description           | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 1        | WPBF                                   | M               | 08/13/12              | 12:09 PM          | WPBF News 25 @ Noon   | 12pm-1230pm    | :30            | FFCTV-12-002 | \$325.00 NM |
| 2        | WPBF                                   | Tu              | 08/14/12              | 12:23 PM          | WPBF News 25 @ Noon   | 12pm-1230pm    | :30            | FFCTV-12-002 | \$325.00 NM |
| 6        | 08/13/12                               | 08/13/12        | THE CHEW              | 1P-2P             | 1-----                | :30            | 1              | \$275.00     | NM          |



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

|                              |                     |                 |                     |
|------------------------------|---------------------|-----------------|---------------------|
| Invoice #                    | Invoice Date        | Invoice Month   | Invoice Period      |
| 941388-1                     | 08/19/12            | August 2012     | 07/30/12 - 08/14/12 |
| Advertiser                   | Product             | Estimate Number |                     |
| Florida Federation for Child | FL FED FOR CHILDREN |                 |                     |

www.thewpbfchannel.com

| Line                                     | Start Date        | End Date        | Description                     | Start/End Time            | MTWTFSS               | Length        | Spots/Week        | Rate        | Type        |
|--|-------------------|-----------------|---------------------------------|---------------------------|-----------------------|---------------|-------------------|-------------|-------------|
| Class of Time - Pre-emptible with notice |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/13/12          | 08/19/12        | 1-----                          |                           |                       |               | 1                 | \$275.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF M                                 |                   | 08/13/12        | 12:59 PM                        | THE CHEW                  | 1P-2P                 | :30           | FFCTV-12-002      | \$275.00    | NM          |
| 7  | 08/13/12          | 08/13/12        | Dr. Oz                          | 4-5p                      | 1-----                | :30           | 1                 | \$525.00    | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/13/12          | 08/19/12        | 1-----                          |                           |                       |               | 1                 | \$525.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF M                                 |                   | 08/13/12        | 4:33 PM                         | Dr. Oz                    | 4-5p                  | :30           | FFCTV-12-002      | \$525.00    | NM          |
| 8  | 08/13/12          | 08/13/12        | WPBF News 25 @ 6:00P            | 6-6:30PM                  | 1-----                | :30           | 1                 | \$700.00    | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/13/12          | 08/19/12        | 1-----                          |                           |                       |               | 1                 | \$700.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF M                                 |                   | 08/13/12        | 6:12 PM                         | WPBF News 25 @ 6:00PM     | 6-6:30PM              | :30           | FFCTV-12-002      | \$700.00    | NM          |
| 9  | 08/13/12          | 08/13/12        | Wheel Of Fortune                | 7-7:30PM                  | 1-----                | :30           | 1                 | \$1,500.00  | NM          |
| Class of Time - Fixed Non Pre-emptible   |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/13/12          | 08/19/12        | 1-----                          |                           |                       |               | 1                 | \$1,500.00  |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF M                                 |                   | 08/13/12        | 7:06 PM                         | Wheel Of Fortune          | 7-7:30PM              | :30           | FFCTV-12-002      | \$1,500.00  | NM          |
| 10                                       | 08/13/12          | 08/13/12        | Jeopardy                        | 7:30-8PM                  | 1-----                | :30           | 1                 | \$1,700.00  | NM          |
| Class of Time - Fixed Non Pre-emptible   |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/13/12          | 08/19/12        | 1-----                          |                           |                       |               | 1                 | \$1,700.00  |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF M                                 |                   | 08/13/12        | 7:41 PM                         | Jeopardy                  | 7:30-8PM              | :30           | FFCTV-12-002      | \$1,700.00  | NM          |
| 11                                       | 08/13/12          | 08/13/12        | M-SUN WPBF News 25 @ 11-11:35PM |                           | 1-----                | :30           | 1                 | \$875.00    | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/13/12          | 08/19/12        | 1-----                          |                           |                       |               | 1                 | \$875.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF M                                 |                   | 08/13/12        | 11:29 PM                        | M-SUN WPBF News 25 @ 11PM | 11-11:35PM            | :30           | FFCTV-12-002      | \$875.00    | NM          |
| 12                                       | 08/11/12          | 08/11/12        | Sat 6-7am News                  | Sat 6-7am                 | -----1-               | :30           | 1                 | \$175.00    | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/06/12          | 08/12/12        | -----1-                         |                           |                       |               | 1                 | \$175.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Sa                                |                   | 08/11/12        | 6:09 AM                         | Sat 6-7am News            | Sat 6-7am             | :30           | FFCTV-12-002      | \$175.00    | NM          |
| 13                                       | 08/11/12          | 08/11/12        | Sat 8-9am News                  | Sat 8-9am                 | -----1-               | :30           | 1                 | \$375.00    | NM          |
| Class of Time - Fixed Non Pre-emptible   |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/06/12          | 08/12/12        | -----1-                         |                           |                       |               | 1                 | \$375.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Sa                                |                   | 08/11/12        | 8:08 AM                         | Sat 8-9am News            | Sat 8-9am             | :30           | FFCTV-12-002      | \$375.00    | NM          |
| 14                                       | 08/11/12          | 08/11/12        | Sat 630pm News                  | 630-7pm                   | -----1-               | :30           | 1                 | \$325.00    | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                                 |                           |                       |               |                   |             |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                  |                           |                       |               | <u>Spots/Week</u> | <u>Rate</u> |             |
|  | 08/06/12          | 08/12/12        | -----1-                         |                           |                       |               | 1                 | \$325.00    |             |
| Spots: # Ch                              | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>                 | <u>Description</u>        | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>      | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Sa                                |                   | 08/11/12        | 6:58 PM                         | Sat 630pm News            | 630-7pm               | :30           | FFCTV-12-002      | \$325.00    | NM          |



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

|                              |                     |                 |                     |
|------------------------------|---------------------|-----------------|---------------------|
| Invoice #                    | Invoice Date        | Invoice Month   | Invoice Period      |
| 941388-1                     | 08/19/12            | August 2012     | 07/30/12 - 08/14/12 |
| Advertiser                   | Product             | Estimate Number |                     |
| Florida Federation for Child | FL FED FOR CHILDREN |                 |                     |

www.thewpbfchannel.com

| Line                                     | Start Date        | End Date        | Description           | Start/End Time    | MTWTFSS                     | Length         | Spots/<br>Week | Rate         | Type        |
|--|-------------------|-----------------|-----------------------|-------------------|-----------------------------|----------------|----------------|--------------|-------------|
| 15                                       | 08/12/12          | 08/12/12        | Sun 630pm News        | 630-7pm           | -----1                      | :30            | 1              | \$325.00     | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                       |                   |                             |                |                |              |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>                 |                |                |              |             |
|  | 08/06/12          | 08/12/12        | -----1                | 1                 | \$325.00                    |                |                |              |             |
| Spots: #                                 | Ch                | Day             | Air Date              | Air Time          | Description                 | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 1  | WPBF              | Su              | 08/12/12              | 6:29 PM           | Sun 630pm News              | 630-7pm        | :30            | FFCTV-12-002 | \$325.00 NM |
| 16                                       | 08/13/12          | 08/13/12        | GOOD AFTERNOON AM2-3p |                   | M-----                      | :30            | 1              | \$400.00     | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                       |                   |                             |                |                |              |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>                 |                |                |              |             |
|  | 08/13/12          | 08/19/12        | M-----                | 1                 | \$400.00                    |                |                |              |             |
| Spots: #                                 | Ch                | Day             | Air Date              | Air Time          | Description                 | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 1  | WPBF              | M               | 08/13/12              | 2:59 PM           | GOOD AFTERNOON AMERICA 2-3p |                | :30            | FFCTV-12-002 | \$400.00 NM |
| 17                                       | 08/12/12          | 08/12/12        | Sun 5-6am News        | Sun 5-6am         | -----S                      | :30            | 1              | \$50.00      | NM          |
| Class of Time - Pre-emptible with notice |                   |                 |                       |                   |                             |                |                |              |             |
| Weeks:                                   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>        | <u>Spots/Week</u> | <u>Rate</u>                 |                |                |              |             |
|  | 08/06/12          | 08/12/12        | -----S                | 1                 | \$50.00                     |                |                |              |             |
| Spots: #                                 | Ch                | Day             | Air Date              | Air Time          | Description                 | Start/End Time | Length         | Ad-ID        | Rate Type   |
| 1  | WPBF              | Su              | 08/12/12              | 5:39 AM           | Sun 5-6am News              | Sun 5-6am      | :30            | FFCTV-12-002 | \$50.00 NM  |
| <u>Total Spots</u>                       |                   |                 |                       |                   |                             |                | <b>22</b>      |              |             |

## Payment Terms 30 Days

|                          |                    |
|--------------------------|--------------------|
| <u>Gross Total</u>       | <b>\$11,875.00</b> |
| <u>Agency Commission</u> | <b>\$1,781.25</b>  |
| <u>Net Amount Due</u>    | <b>\$10,093.75</b> |